

Message Text

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TAGS: AFSP, JA

SUBJECT: FY 77 COMMERCIAL BUDGET REQUEST

REF: A) STATE 125450 B) TOKYO A-92 2/19/75

1. ALTHOUGH FUKUOKA IS NOT A SEPARATE ACTION ADDRESSEE ON REFTEL A, WE WOULD LIKE TO EMPHASIZE THAT THE COMMERCIAL SERVICES BUDGET REQUEST FOR FUKUOKA IN THE CCP FOR JAPAN FOR FY 77 (REFAIR B) IS URGENTLY NEEDED TO UPGRADE THE BUSINESS SERVICES OFFERED AT THE CONSULATE IN FUKUOKA.
2. THE FUKUOKA CONSULAR DISTRICT COVERS ALL OF KYUSHU, THE WESTERN-MOST OF THE FOUR MAIN ISLANDS IN JAPAN AS WELL AS YAMAGUCHI PREFECTURE ON THE WESTERN END OF HONSHU, THE MAIN ISLAND. THERE ARE ABOUT 13 MILLION PEOPLE IN THE DISTRICT AND THE REGION'S NET DOMESTIC PRODUCT IS ABOUT 23 BILLION DOLLARS, 9 PERCENT OF THE TOTAL NDP FOR JAPAN AND MUCH LARGER THAN THAT OF MANY

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COUNTRIES OF THE WORLD.

3. KYUSHU IS A MAJOR HEAVY INDUSTRIAL REGION IN JAPAN, PRODUCING STEEL, SHIPS, CHEMICALS, GLASS, AUTOMOBILES, ETC. IT HAS SEVERAL MAJOR PORTS THAT HANDLE CONSIDERABLE AMOUNTS OF EXPORTS AND IMPORTS. IT ALSO HAS LIGHT AND MEDIUM INDUSTRY AND THE STRONG AGRICULTURAL BASE COMMON TO MOST AREAS OF JAPAN.
 4. KYUSHU IS ONE OF THE FEW AREAS IN JAPAN WHERE BOTH LAND AND LABOR ARE STILL AVAILABLE FOR INDUSTRY AT REASONABLE RATES. FOR THIS REASON SEVERAL MAJOR AUTOMOBILE COMPANIES
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HAVE OPENED OR ARE BUILDING MAJOR PLANTS IN THE AREA AND

OTHERS SUCH AS MAJOR CHEMICAL COMPANIES ARE EXPANDING INTO THE REGION. THE RAPID GROWTH OF THE AREA WILL MAKE KYUSHU INCREASINGLY IMPORTANT FOR AMERICAN BUSINESS IN THE COMING YEARS.

5. FUKUOKA IS THE ADMINISTRATIVE CENTER OF THE KYUSHU AREA AND AN IDEAL LOCATION FOR BUSINESSMEN TO INVESTIGATE THE KYUSHU MARKET AND CONTACT PROSPECTIVE BUYERS. THE DISTANCE FROM TOKYO, ABOUT 600 MILES, PREVENTS MOST FIRMS IN THE AREA FROM SENDING PEOPLE TO COMMERCIAL EVENTS IN TOKYO, SUCH AS U.S. TRADE CENTER SHOWS AND THE CONSULATE HAS ATTEMPTED

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TO OVERCOME THIS HANDICAP BY MAKING ITS FACILITIES AVAILABLE TO AMERICAN BUSINESSMEN AND THEIR AGENTS FOR SHOWS, SEMINARS AND BUSINESS MEETINGS WITH PROSPECTIVE CLIENTS.

6. THE CURRENT COMMERCIAL SERVICES BUDGET, HOWEVER, HAS BEEN WOEFULLY INADEQUATE TO PROVIDE MORE THAN LIMITED SERVICES TO BUSINESSMEN AND JAPANESE AGENTS OF U.S. COMPANIES. WITH THE GROWING IMPORTANCE OF THE KYUSHU MARKET, THE AMOUNT REQUESTED IN THE CCP FOR UPGRADING THE SERVICES IN FUKUOKA IS VITAL TO MEET THE ANTICIPATED INCREASE IN AMERICAN VISITORS AND JAPANESE AGENTS REQUESTING USE OF THE CONSULATE'S FACILITIES.

7. THE UNITED STATES IS IN THE UNIQUE POSITION OF HAVING THE ONLY CONSULAR POST IN THE KYUSHU REGION WITH A TRADE PROMOTION PROGRAM. WE HAVE GOVERNMENT OWNED FACILITIES THAT CAN BE FURTHER UTILIZED FOR TRADE PROMOTION PROGRAMS BUT TO TAKE ADVANTAGE OF OUR HEADSTART IN THIS RAPIDLY GROWING REGION WE NEED THE BUDGETARY SUPPORT FOR BUSINESS SERVICES REQUESTED IN THE JAPAN CCP FOR FY 77.

RICHARDSON

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